

# CONTRACT



**WCCB**  
**1 Television Place**  
**Charlotte, NC 28205**  
**(704)372-1800**

And:

**Crossroads Media**  
**66 Canal Center Plaza Suite 555**  
**Alexandria, VA 22314**

Contract / Revision		Alt Order #
132942 /		07889329
<b>Product</b>		
<b>AMERICAN CROSSROADS</b>		
Contract Dates	Estimate #	
09/04/12 - 09/14/12	690	
Advertiser	Original Date / Revision	
American Crossroads	08/27/12 / 08/27/12	
Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	Account Executive	Sales Office
WCCB	Merideth Radow	Washington-Eac
Special Handling		
Demographic		
Adults 35+		
IDB#	Advertiser Code	Product Code
Agency Ref	Advertiser Ref	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Totals	
										Type	Spots
E 1	WCCB	09/04/12	09/07/12	Fox News Rising	5a-530a		:30			NM	3 \$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>		
		Week: 09/03/12	09/09/12	-- 111--					3		
									\$60.00		
E 2	WCCB	09/10/12	09/14/12	Fox News Rising	5a-530a		:30			NM	4 \$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>		
		Week: 09/10/12	09/16/12	1- 111--					4		
									\$60.00		
E 3	WCCB	09/04/12	09/07/12	Fox News Rising	530a-8a		:30			NM	3 \$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>		
		Week: 09/03/12	09/09/12	-- 111--					3		
									\$125.00		
E 4	WCCB	09/10/12	09/14/12	Fox News Rising	530a-8a		:30			NM	5 \$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>		
		Week: 09/10/12	09/16/12	11111--					5		
									\$125.00		
E 5	WCCB	09/04/12	09/07/12	Fox News Rising 8a-9a	8a-9a		:30			NM	4 \$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>		
		Week: 09/03/12	09/09/12	-- 112--					4		
									\$100.00		
E 6	WCCB	09/10/12	09/14/12	Fox News Rising 8a-9a	8a-9a		:30			NM	5 \$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>		
		Week: 09/10/12	09/16/12	11111--					5		
									\$100.00		
E 7	WCCB	09/04/12	09/07/12	Ellen	5p-6p		:30			NM	3 \$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>		
		Week: 09/03/12	09/09/12	-- 111--					3		
									\$300.00		
E 8	WCCB	09/10/12	09/14/12	Ellen	5p-6p		:30			NM	3 \$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>		
		Week: 09/10/12	09/16/12	1- 1- 1--					3		
									\$300.00		
E 9	WCCB	09/04/12	09/07/12	Fox News @ 10pm	10p-1035p		:30			NM	4 \$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>		
		Week: 09/03/12	09/09/12	-- 211--					4		
									\$650.00		
E 10	WCCB	09/10/12	09/13/12	Fox News @ 10pm	10p-1035p		:30			NM	4 \$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>		
		Week: 09/10/12	09/16/12	1111---					4		
									\$1,000.00		
E 11	WCCB	09/04/12	09/07/12	Fox News EDGE	1035p-11p		:30			NM	3 \$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>		
		Week: 09/03/12	09/09/12	-- 111--					3		
									\$350.00		

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise added to contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Station does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Station, whether verbal or written.



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										Type	Spots	Amount
		Start Date	End Date	Weekdays				Spots/Week	Rate			
E 12	WCCB	09/10/12	09/14/12	Fox News EDGE	1035p-11p		:30			NM	5	\$1,750.00
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Week:	09/10/12	09/16/12		11111--				5	\$350.00			
13	WCCB	09/09/12	09/09/12	Panthers Game			:30			NM	1	\$12,000.00
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Week:	09/03/12	09/09/12		-----S				1	\$12,000.00			
										Totals	47	\$25,520.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/14/12	47	\$25,520.00	\$21,692.00
<b>Totals</b>	<b>47</b>	<b>\$25,520.00</b>	<b>\$21,692.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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